

**Minutes of Neenah Central City Business Improvement District Board
June 16, 2020 – 8:00 am**

Due to the Public Health Emergency caused by the COVID-19 Pandemic, this meeting occurred at a virtual location accessed by conference call on www.zoom.com.

PRESENT: Board Members: Alex Noskowiak, George Brownell, Jane Lang, LeeAnn Wasinger, Joe Ziemba, Michelle Bauer and Umer Sheikh. Also present: Sara Hanneman (Future Neenah, Inc.), Nikki Hessel (Future Neenah, Inc.), Mayor Dean Kaufert, Samantha Jefferson (City of Neenah Community Development) and Deputy Director Brad Schmidt.

Approval of Minutes: MSC Sheikh/Bauer, the BID board to approve the minutes of the May 19, 2020 meeting. Motion carried.

Public Appearances: None.

Financials:

- **Bills for Approval:** MSC Shiekh/Bauer, the BID Board to approve bill packets in the amount of \$4,897.34 and \$13,357.87.
- **Budget Status Report:** A budget status report was provided. Member Brownell asked about the monthly recycling fee. This is a contracted monthly fee for all three corrals. Sparkle Wash finished cleaning the second part of the downtown this year (the first part was done in 2019). They cleaned E. Wisconsin, Church Street and the corral behind Greene’s Pour House. The cost for gift certificates was to order the gift certificates themselves. The downtown welcome gift that is listed is for note packs that were given to new employees in 3 Neenah Center.
- **Review Status:** The financial review has been completed. Members can contact Assistant Executive Director Hanneman for a copy of the review. A full audit will be completed in 2021.
- **COVID Expenditures:** \$11,000 was identified to be used as COVID assistance funds from the BID budget. Part of these funds are being used for an advertisement grant program. This give businesses up to \$250 for marketing with the requirement that the BID “N” logo is included in the ad. For those who are interested in this grant, it should be applied for by the end of June.

Executive Committee Report:

- **Board Member Replacement Needed for Birtch (office/professional rep):** Member Sheikh mentioned that will send some names to Assistant Executive Director Hanneman of who may replace Member Birtch. Other suggestions can be sent to both Assistant Executive Director Hanneman or Executive Director Hessel.

Maintenance Committee Report:

- **District Walkthrough June 17th at 8:00 a.m. (meet at Future Neenah):** Members asked about curb areas that may be in disrepair. Assistant Executive Director Hanneman sent photos to Public Works Director Kaiser last year so that those repairs could be made this year. She has a call in to him but has not heard back.

Recruitment and Retention Report:

- **No Meeting / No Report:** A sign grant will be coming to the next Recruitment and Retention meeting for the space above Epic Salon.

Public Relations and Marketing Committee Report:

- **Report from June 11 meeting:** Employee Appreciation Day will be held June 25th. There will be only two stations this year (in front of FNI and in the ramp). The station will run from 7:30 a.m. – 9:30 a.m. IF there are those that can help, it would be appreciated. Summer Madness Sale is scheduled for August 6th – 8th. The Farmers Market will opened on its normal weekend, June 13th, which was also the weekend for gift certificated. Last year at this time, 104 customers purchased gift certificates as opposed to 144 customers this year. Ultimate Ladies Day will be held September 12th.
A discussion regarding closing Wisconsin Avenue on a weekend night to allow the restaurants to use the street for table placement has begun. FNI is asking for input from downtown business owners in regards

to this idea. Member Sheikh mentioned that this could possibly coincide with sidewalk sales. Mayor Kaufert commented that he has gotten response from some business owners regarding this and some of those businesses owners who own downtown retail businesses are concerned with how closing the street would impact their business. Member Brownell questioned how long of a time period would be needed to raise awareness if this were to happen. Mayor Kaufert pointed out that the Community Development Department and Council worked very quickly to allow for outdoor extensions and sidewalk café extensions. Assistant Executive Director Hanneman explained that they would need commitment from businesses to participate and to confirm purposeful use.

- **Ad Grant Assistance Program:** A handful of businesses have completed applications for this program. These should be applied for by the end of the month.
- **Downtown Faces Forward:** 12 Neenah businesses have been highlighted in this campaign so far.

City of Neenah Updates:

- Outdoor extension applications have been coming into the Community Development Department. So far, Town Council, Barrel 41 and Greene's Pour House have applied while other entities have expressed interest.
- The Community Development Department has provided letters for businesses to include in their "We're All In" WEDC grant application. Future Neenah can also provide these letters for businesses.
- Development agreements for downtown projects will be seen by the CDA and Council by the end of July.
- The pool is open – each session's capacity is 177 instead of 699 as normally allowed. The three sessions exist to allow for cleaning in between sessions.
- CommunityFest has been canceled but the fireworks show will go on. The whole park where they will be shot off will be barricaded. Warning shots will go off before the show starts to allow viewers to find a good spot.
- Mayor Kaufert discussed the Neenah PD and the morale has been down in recent weeks due to police situations around the country. He did say that an outside agency commended the Neenah PD for how they handled a situation that occurred last week involving an altercation with a large group of people.
- The neighbors on Lake Shore Avenue have asked for a temporary injunction to force the City to halt work on the new trail. This would halt work for a year if the injunction is allowed.
- The ability of the Winnebago Health Department to be the sole decision maker when it comes to shutting down businesses when facing a health and safety threat will be discussed at the county.

Future Neenah Updates:

- **Log Your Loops:** Began Memorial Day weekend and will end Labor Day weekend. Participant numbers have increased since last year.
- **'You Neenah to Know' Video Series:** This video series has started and can be found on Facebook or on FNI's website.
- **Summer Events Updates:** There will be no music programs in June. Music programs for the rest of the summer will be held in an alternate location as opposed to Shattuck Park.

Round Table: Member Shiekh asked if the previously used Hessen and Birtch building will be demolished. Deputy Director Schmidt believes it will be demolished and the land used for parking. This would be for employees of the Neenah Towers.

Announcements and Future Agenda Items:

- **Next Meeting – July 21st**

Adjournment: The Board adjourned at 9:00 a.m.

MSC Brownell/ Sheikh, the BID Board to adjourn. Motion carried.

Respectfully submitted,

June 16, 2020
BID Meeting Minutes

A handwritten signature in black ink, appearing to read "Samantha Jefferson". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

Samantha Jefferson
Office Manager, Community Development